

ATTACHMENT B

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In re:

Petition to Deny Renewal Application

For License of Station

WWOR-TV, Secaucus, NJ
a FOX TELEVISION STATION

**PETITION TO DENY LICENSE RENEWAL
APPLICATIONS**

**AFFIDAVIT OF INGRID REED IN SUPPORT OF PETITION TO DENY
LICENSE RENEWAL APPLICATIONS**

I, Ingrid Reed, being duly sworn, deposes and says:

1. My name is Ingrid W. Reed. I am a Policy Analyst and the Director of the Eagleton New Jersey Project, a program of the Eagleton Institute of Politics, an education, research and public service unit of Rutgers, The State University of New Jersey. I am filing this Affidavit at the request of Voice for New Jersey in support of the Petition to deny the license renewal WWOR-TV, a commercial station.

1.

2. Begun in the fall of 1995, the Eagleton New Jersey Project is designed to reinforce and expand the contributions of Rutgers' Eagleton Institute of Politics to the governance and politics of its home state. The New Jersey Project coordinates, strengthens, and expands Eagleton's varied efforts to assist individuals, governments and organizations in shaping New Jersey's political and policy agenda. Among its initiatives are programs on campaign and election activity, women and politics, ethics and election, and governance issues.

3. In addition to my work at Eagleton Institute, I write a column on New Jersey politics for *NJBiz*, a weekly business publication. I have published op-ed columns on politics in the *Home News Tribune*, *The Times of Trenton*, *New Jersey Law Journal*, the *Philadelphia Inquire*, *Star Ledger* and *The*

Record as well as numerous pieces on public administration, urban redevelopment, welfare reform and municipal management.

Before joining the Eagleton Institute in 1996, I was Vice President for Public Affairs and Corporate Secretary of The Rockefeller University in New York City, and Assistant Dean of Princeton University's Woodrow Wilson School of Public and International Affairs.

My public service activities encompass a wide range of experiences in state politics and planning, governance and community affairs including: the New Jersey planning committee for implementing the federal Help America Vote Act; chair of the Capital City (Trenton) Redevelopment Corporation; a founder and board member of New Jersey Future (the organization advocating the implementation of the State Development and Redevelopment Act); trustee of the Community Foundation of New Jersey; and Vice-Chair of the Board of the Institute of Public Administration (NYC). In 1993, I was elected a fellow of the National Academy of Public Administration and served on its special panel on Civic Trust and Citizen Responsibility. From 1983 to 1986, I held a Kellogg Foundation National Leadership Fellowship.

4. The sources of the information and other data cited in this affidavit are from a study organized by the Eagleton Institute while I served as Director of the Eagleton New Jersey Project. The first study, is *Television Coverage of the 2005 New Jersey Election: An Analysis of the Nightly News Programs on Local New Jersey, New York and Philadelphia Stations*. The study was conducted by Dr. Matthew Hale, an assistant professor at Seton Hall University, in the Center for Public Service of Seton Hall University (working with the University of Wisconsin NewsLab).

5. Hale earned his Ph.D. from the School of Policy, Planning and Development at the University of Southern California, and a BA in political science from the University of California at Irvine. In addition to his academic work on local television and elections, Hale has written extensively on the adoption and use of web pages by municipalities and neighborhood groups. His co-authored work has appeared in *Political Communication, Administration and Society* as well as other publications. Prior to Seton Hall, Hale served as the research director for the USC Annenberg School for Communication's Norman Lear Center and the NewsLab at University of Wisconsin Department of Political Science. Hale

has studied local television news coverage of elections since 1998 when he used closed captioning to analyze coverage of the California gubernatorial race.

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6. Local TV news is also especially important in its coverage of campaigns and elections. According to a Pew survey⁷, an overwhelming majority (76 percent) of Americans receive their election information from television, more than any other source. Further, another Pew survey⁸ found that the vast majority of the American public perceives local TV news as more “fact based” than any other news source.

One of the reasons that local television news plays such an important role is that unlike the networks, local television news stations have the capacity (if not the responsibility) to cover local and state wide elections. In a very real sense, people turn to local news because they are interested in what is going on close to home.

The goal of this study was to find out how well – or how poorly – the television stations serving New Jersey as a whole and individually covered the 2005 New Jersey elections in their nightly news programs. New Jersey is a unique example of a state where virtually all of the network affiliated broadcast stations are based outside its borders. New Jersey residents living in the northern counties⁴ receive the majority of their local television news from stations based in New York City and New Jersey residents in the southern counties⁵ receive their broadcast signals from Philadelphia based stations. New Jersey is by far the largest metropolitan region in America where this occurs.

This study examined what New Jersey residents had the opportunity to see on local television evening news programs about the 2005 New Jersey elections. This particular election cycle can be characterized as one that *should* have provided New Jersey residents with a considerable amount of television coverage of New Jersey elections as the NJ gubernatorial race was highly contested and the

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only other major race in the New York media market was the mayoral race in New York City, a race that polls indicated was essentially a foregone conclusion.

7. The analysis captured and analyzed 332 hours of local news programming that aired during the final 30 days (Oct 9th to November 7th) of the 2005 campaign. The programming aired on 12 local television stations serving New Jersey, New York and Philadelphia. The stations include four stations licensed in New Jersey; WWOR – a Secaucus UPN affiliate and three New Jersey cable or public television stations (CN8, News 12 and NJN). The other eight stations are the ABC, CBS, FOX, and NBC affiliates in New York and Philadelphia.

On nine of the stations, the 30 minute news broadcasts that aired between 6:00 and 6:30pm was chosen for capture. This time period tends to be the highest rated early evening news segment. In addition, the 11:00pm late local news was also captured. This tends to be the highest rated local news period of the entire day. Three of the stations (WWOR, CN8 and WTXF) do not air an early news program instead airing one hour of news at 10:00pm this was captured in its entirety.

8. The data capture and content analysis was performed at the University of Wisconsin, Madison's NewsLab, 2,500 square-foot media analysis facility located at the center of the UW-Madison campus. Within this facility, video can be gathered, sorted, and archived automatically by the *InfoSite* analysis system developed by CommIT Technology Solutions, Inc. UW NewsLab employs and trains undergraduate and graduate students, who learn to be painstakingly detailed in their research methods and analyze each segment using coding protocols developed by researchers. The UW NewsLab dataset is the most comprehensive and systematic collection of local news ever gathered. Its archives have been crucial resources for scholars documenting the flow and effect of broadcast messages and for policymakers seeking to improve the quality of news coverage across the nation on a variety of topics from elections to health to foreign affairs.

9. The study was funded by the Henry and Marilyn Taub Foundation, Teaneck, New Jersey.

10. The specific findings of the 2005 study of television coverage of the 2005 New Jersey elections relevant to WWOR-TV, the only broadcast state licensed in New Jersey, show that:

- 13 election stories ran in the 30 days prior to the elections and 10 of them focused on the New Jersey election.
- 9 of the stories focused on the gubernatorial race and 1 focused on multiple races.
- 7 of the 10 stories aired in the final week before the election. Of the other three, 2 aired during the week of October 17 and 1 during the week of October 9.
- 6 of the 10 stories had a sound bite from a New Jersey candidate, which was a lower number than any New York station.
- 5 of the stories focused on the "horserace" and campaign strategy and in five were about issues.
- Like all of the New Jersey focused stories captured in the study, none of the WWOR stories had a positive tone. Two of WWOR's stories had a negative tone, three had a balanced tone and five had no tone.

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11. While this study cannot claim to be an analysis of all televised election coverage available to New Jersey voters, it does represent the most comprehensive analysis of local television news coverage of New Jersey elections recently conducted. As such, the results provide several important insights into what New Jersey residents are able to see on television about their elections and where they are able to see it. The result indicate that in terms of the quantity of coverage about New Jersey elections the best places for voters to turn are New Jersey based stations NJN and News 12. Both stations aired significantly more New Jersey focused election stories than the major broadcast stations.

In addition, the results show that NJN and News 12 were essentially the only television outlets to cover New Jersey's down-ballot races in the 2005 election cycle. This is not to say down-ballot coverage was plentiful as almost eight out of ten of the New Jersey election stories we captured focused on New Jersey gubernatorial race.

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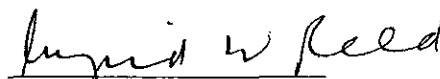
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In addition, the results show that NJN and News 12 were essentially the only television outlets to cover New Jersey's down-ballot races in the 2005 election cycle. This is not to say down-ballot coverage was plentiful as almost eight out of ten of the New Jersey election stories we captured focused on New Jersey gubernatorial race.

The study concludes "The results for New Jersey's only commercial broadcast station (WWOR) are at best mixed. On one hand, WWOR barely covered the 2005 elections, airing a total of just 13 election stories on the WWOR news programs captured in the study. On the other hand, 10 of these 13 stories focused on New Jersey, which was a higher percentage than any of the New York based commercial broadcast stations in the study. All 10 on WWOR's New Jersey focused election stories contained at least some information about the gubernatorial race. So while it might be possible to say WWOR showed more of a commitment to cover New Jersey elections than the New York licensed stations it is debatable how much of a commitment WWOR had to covering New Jersey elections in general."

I, Ingrid W. Reed, hereby swear that the foregoing is true and correct to the best of my knowledge, information and belief.

Executed on April 28, 2007


(Signature of Declarant)

ATTACHMENT A

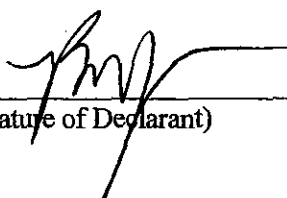
**DECLARATION OF BARBARA GEORGE-JOHNSON IN SUPPORT OF
PETITION TO DENY RENEWAL APPLICATION**

I am Barbara George-Johnson, a member of Voice for New Jersey and the owner of a government relations firm. I have been a resident of New Jersey for over 40 years. I am also a viewer of TV in Northern and Central New Jersey. As a resident of New Jersey, the mother of young children and a small business, it is critical for me to be well-informed in all aspects of New Jersey. Therefore, I believe that it is imperative for New Jerseyans to be adequately served by the television stations which have an obligation to do so.

Members of Voice for New Jersey include more than 50 leaders from throughout New Jersey's corporate, government and non-profit sectors. More than half of the collective membership of VOICE FOR NEW JERSEY (myself included) reside in the northern and central regions of New Jersey and regularly watch television in general and WWOR specifically. As such, Voice for New Jersey represents local residents and the Petition is filed on the members' behalf. Voice for New Jersey is a one-year old community organization, founded by the Alumni of Leadership New Jersey Class of 2006, whose goal is to increase media attention on New Jersey and improve the quality of the media coverage that NJ receives.

This declaration is submitted in support of Voice for New Jersey's Petition to Deny Renewal of WWOR-TV, a commercial television station. I am familiar with the contents of the petition to deny and declarations submitted in support of the petition to deny. The facts set forth therein are true to the best of my knowledge. I declare under penalty of perjury that the foregoing is true and correct.

Executed on April 28, 2007.


(Signature of Declarant)

ATTACHMENT D

Before the **FEDERAL COMMUNICATIONS
COMMISSION**
Washington, D.C. 20554

In re:

Petition to Deny Renewal Application

For License of Station

WWOR-TV, Secaucus, NJ
a FOX TELEVISION STATION

**PETITION TO DENY LICENSE RENEWAL
APPLICATIONS**

**AFFIDAVIT OF AMANDA MISSEY IN SUPPORT OF
PETITION TO DENY RENEWAL APPLICATION**

1.

My name is Amanda Missey. I am a member of Voice for New Jersey. Voice for New Jersey is a community organization whose goal is to increase media attention on New Jersey and improve the quality of the media coverage that NJ receives. I am a resident of Northern and Central New Jersey and a viewer of TV in this area. I am filing this declaration on behalf of Voice for New Jersey. As a member of Voice for New Jersey, I participated in this analysis in support of Voice for New Jersey. Further, I have read their petition and agree with its contents.

2.

In April 2007, I organized an informal monitoring of the WWOR nightly news broadcasts at 10:00 PM. The monitoring took place from Monday April 9, 2007 through Sunday April 22, 2007.

In April, 2007, Voice for New Jersey undertook its own study, monitoring two weeks of the WWOR news at 10:00 PM. The stories carried in WWOR's news coverage were then compared with the key news stories reported each day in print and online media, with a focus on significant news in the station's community of license.

News broadcasts were monitored over a 12-day period ranging from April 9 to April 20, 2007.

This period encompassed two full weekday (Monday – Friday) news cycles, and one weekend cycle. One day (Wednesday, April 18) was omitted due to a recording error.

Three prominent, national level stories broke during this period in New Jersey. The presence of these stories somewhat skewed the results of this analysis to reflect a higher-than-normal level of New Jersey coverage. (This is clear when comparing this analysis to WWOR's typical performance as documented in their quarterly Issues and Programming reports.) The three stories are as follows:

- Imus / Rutgers Women's Basketball: Nationally syndicated radio personality Don Imus was criticized for racist and sexist comments regarding the Rutgers Women's Basketball Team. The story ran prominently for several days as various elements of the saga played out—the original reporting of Imus' comments, the reaction of civic and political leaders, Imus' apology, his initial two-week suspension from the airwaves, reaction from corporate advertisers, his meeting with the Rutgers players, and his ultimate firing by CBS and MS-NBC.
- Injuries to New Jersey Governor Corzine: Governor Jon Corzine was critically injured in an automobile accident. The story ran prominently for several days as details emerged from the accident investigation, Richard Cody assumed the role of Acting Governor, and Governor Corzine underwent a series of surgeries and other medical procedures.
- Nor'easter Storm Damage: A powerful Nor'easter dumped up to six inches of rain throughout the State and surrounding areas over a two day period, causing massive flooding and property damage.

3.

The analysis produced the following results:

- WWOR's news broadcasts clearly allocated more time and paid more attention to New York stories than to New Jersey stories during the review period. This theme was consistently reinforced in comments from Voice for New Jersey's reviewers. These results are consistent with our analysis of WWOR's Issues and Programming reports as set forth previously in this document.

- WWOR's coverage of New Jersey stories is inadequate. Despite the three prominent New Jersey stories, at no time during the review period was even 10 minutes of the news broadcast dedicated to New Jersey coverage. Actual coverage ranged from a low of 2 stories with a total broadcast time of approximately 1:54 (April 15) to 10 stories with a total broadcast time of approximately 9:45 (April 10).
- As might be expected, coverage of the three prominent stories dominated WWOR's coverage, accounting for approximately 50% of the total airtime for New Jersey coverage. As such, there was little time left for coverage of locally important stories.
- Our review of other media outlets revealed a number of important New Jersey stories that were not covered by WWOR during the review period. Among these stories are the following:
 - Students at Rutgers organized what is believe to be the only student-run Folk Festival in the nation
 - A study by the Police Executive Research Forum reported a 25% increase in homicides in Newark from 2004 – 2006. Other serious crimes declined.
 - The Fisher-- a fox-like predator—is believed to be re-infiltrating New Jersey forests. Photographic documentation has been provided by a Montclair State University biologist.
 - Taxpayers expressed disappointment in legislator's surrender to special interests in addressing property tax reform
 - Smoking restrictions were imposed on Atlantic City casinos
 - Bayonne Medical Center, struggling under a heavy debt burden, filed for Chapter 11 bankruptcy
 - Federal prosecutors are examining millions in State grants routed to West New York under the influence of West New York mayor and then-State Assembly Speaker Albio Sires
 - Waste and fraud was found within Charity Care, a healthcare charity for the poor and uninsured
 - A lawsuit was filed by Warren County Freeholders and a property owner over decreased land values arising from the Highlands Act preservation initiative.

As a resident of New Jersey and a concerned citizen, I have support Voice for New Jersey's concerns regarding the lack of adequate news and election coverage afforded me by the stations in the New York Media Market. I am most concerned with those stations that are licensed in my state and have both the opportunity and the obligation to provide me with substantive information concerning the issues within my state and local community. Further, I have read their petition and agree with its contents.

I, Amanda Missey, hereby swear that the foregoing is true and correct to the best of my knowledge, information and belief.

Executed on April 26, 2007.

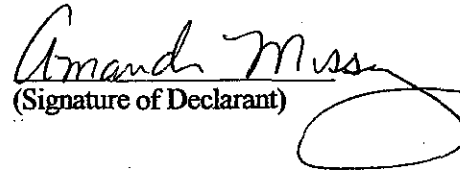

(Signature of Declarant)

EXHIBIT A

**Television Coverage of the 2005 New Jersey Election:
An Analysis of the Nightly News Programs on Local
New Jersey, New York and Philadelphia Stations**

A Project of the Eagleton NJ Project, Eagleton Institute of Politics.
Conducted by Dr. Matthew Hale, Seton Hall University.

June, 2006

Ingrid Reed, Director
Eagleton New Jersey Project
Eagleton Institute of Politics, Rutgers University
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Funded by the Henry and Marilyn Taub Foundation

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Television Coverage of the 2005 New Jersey Election:
An Analysis of the Nightly News Programs on
Local New Jersey, New York and Philadelphia Stations

How Much You See Depends on What Stations You Watch

Executive Summary

What does New Jersey (population 8.5 million) have in common with North Platte, Nebraska (population 25,000)? Each has just one commercial broadcast television station located within its borders.

If potential voters rely on television news to learn about elections, New Jersey is uniquely dependent on network affiliates outside its own boundaries, with the northern and central parts of the state viewing New York stations and those in the south watching Philadelphia stations. Fortunately, New Jersey voters can access their own public television and cable stations for news about their own state, but network stations still draw the biggest audiences.

How well – or how poorly – television stations as a whole and individually covered the most recent New Jersey election is the subject of this report. Commissioned by the Eagleton New Jersey Project, the study was conducted by Dr. Matthew Hale of Seton Hall University working with the University of Wisconsin News Lab to analyze the highest-rated nightly news programs shown 30 days before the election on 12 stations serving New Jersey. Funding was provided by the Henry and Marilyn Taub Foundation.

New Jersey's lively "off-year" elections, featuring a combative gubernatorial race and several competitive Assembly contests had little competition for media attention beyond the New York mayoral race, whose result was never in doubt. Thus, the Garden State races might have been expected to command substantial coverage. However, an analysis of 664 half-hour news programs found that:

- Almost half (48 percent) of the 259 New Jersey-focused stories aired on two New Jersey based stations (public television's New Jersey Network and cable outlet News 12), which draw smaller audiences than the broadcasts stations in the study.
- The vast majority of attention focused on the gubernatorial race, with down-ballot elections covered very little, almost entirely on NJN and News12.
- WWOR, the only broadcast station licensed in New Jersey, had 13 election stories, 10 of them focused on New Jersey.

•Residents of northern New Jersey received twice as much New Jersey election coverage as residents of southern New Jersey did. In fact, New York's market leader in terms of New Jersey election coverage (WNBC) aired almost as many New Jersey focused election stories (33) as all four Philadelphia stations combined (38).

•About half of the New Jersey election stories captured from New York and Philadelphia stations aired during the final week of the campaign.

•Overall, almost seven out of ten (68 percent) of the New Jersey election stories focused on campaign strategy or "horse race," while just over two out of ten (22 percent) focused on substantive campaign issues.

•The New Jersey gubernatorial race was widely recognized as a particularly nasty and vicious campaign, reflected in the fact that not a single New Jersey focused story was characterized as having an overall positive tone. In fact, almost one in three stories (32 percent) were coded as having an overall negative tone.